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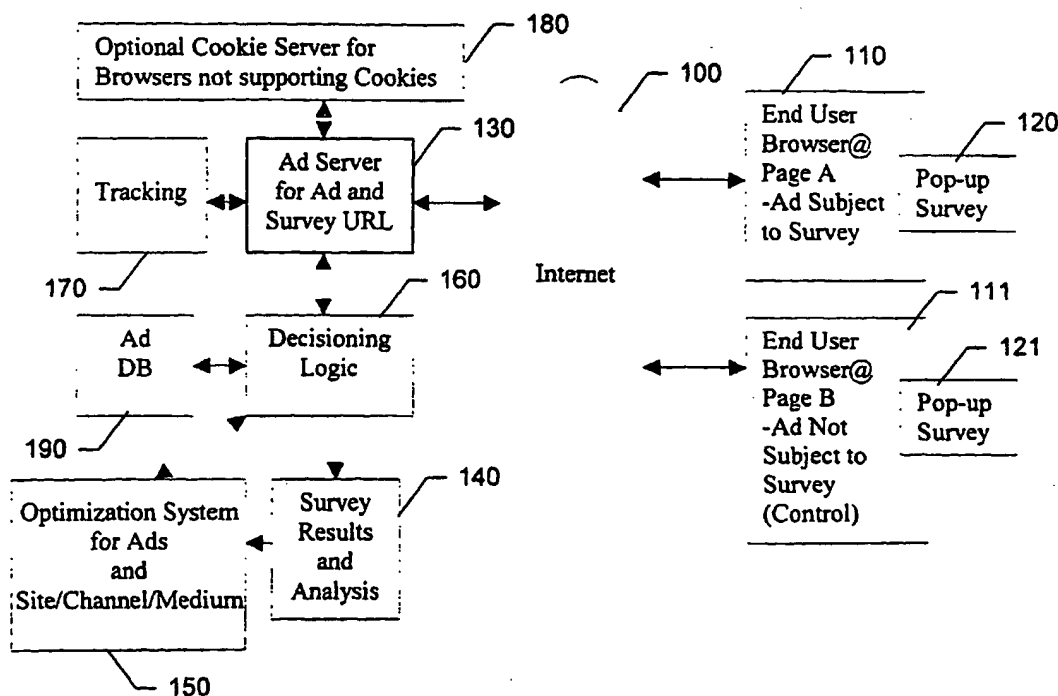
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(54) Title: APPARATUS AND METHOD FOR MEASURING BRANDING, POSITIONING, AND RELATED EFFECTIVENESS OF INTERNET ADVERTISING



(57) Abstract: A method and apparatus for measuring branding, positioning, and related effectiveness of Internet advertising by having code on web pages open pop-up survey windows to collect data related to ads displayed on the page. The pop-up surveys can also be given to other Internet users for control purposes. Data on branding, positioning, and user demographics can then be used to determine relative effectiveness of the ads.

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## APPARATUS AND METHOD FOR MEASURING BRANDING, POSITIONING, AND RELATED EFFECTIVENESS OF INTERNET ADVERTISING

### 1 FIELD OF THE INVENTION

2           The present invention is a system and method that enables the effectiveness of  
3 a (i) given site/channel/medium, (ii) advertisement, (iii) given advertisement on a  
4 site/channel/medium, (iv) group of advertisements on a site/channel/medium,  
5 (v) given advertisement on a group of sites/channels/mediums, or (vi) group of  
6 advertisements on a group of sites/channels/mediums to be measured by way of Web-  
7 based surveys given to those that have seen the advertising and a control group that  
8 has not seen the advertising.

### 9 BACKGROUND INFORMATION

10           The success of Internet advertising today is typically measured by such factors  
11 such as click-through rate, the effective cost-per-click, sale-to-impression rate, lead-  
12 to-impression rate, cost per customer acquired through a click-through generated on  
13 or because of the banner, and other such metrics. There is currently little available in  
14 the way of measuring the branding, positioning, and related effectiveness of ads.  
15 Current attempts to measure the branding effectiveness of the ad(s),  
16 site(s)/channel(s)/medium(s), or combination thereof are woefully lacking.

### 17 BRIEF SUMMARY OF THE INVENTION

18           The present invention is a system and method wherein users that have seen  
19 particular advertising (and a control group that has not seen the advertising) are  
20 displayed a survey or series of questions pertaining to the advertising in question.  
21 The results of these surveys are aggregated and reported upon, to help show the  
22 effectiveness of the advertising on a site/channel/medium basis, individual  
23 advertisement basis, or on a metric that shows the value of a given ad on a given  
24 site/channel/medium, in meeting the campaigns objectives. Typical objectives, which  
25 have pertinent questions in the survey, include subjects related to recall (brand,  
26 product, price, etc.), positioning, information about the person taking the survey (to  
27 assess whether a target demographic was reached) and related subjects.

1           It is an object of the invention to measure the effectiveness of Internet  
2 advertisements.

3           It is another object of the invention to collect data related to branding  
4 effectiveness, ad positioning, and viewer demographics for Internet advertisers.

5           It is a further object of the invention to use pop-up surveys to collect data  
6 related to Internet advertisements.

7           It is yet another object of the invention to use ad-effectiveness data of  
8 previously served Internet ads to optimize the serving of later ads for effectiveness.

9           It is also an object of the invention to collect survey data, report said data, and  
10 decision ad serving based on factors such as which banner ad it is, which site it  
11 appears on, which channel that site is in, other characteristics of the web site it  
12 appears on, and which medium the ad appears through.

### 13 BRIEF DESCRIPTION OF THE DRAWING

14           **Figure 1** illustrates a typical schematic for practicing the present invention.

15           **Figure 2** illustrates a flow chart of one possible process in accordance with the  
16 present invention.

17           **Figure 3** shows a screenshot of an example pop-up survey of the present  
18 invention.

### 19 DETAILED DESCRIPTION OF THE INVENTION

20           The present invention is a system that enables and facilitates the method of  
21 collecting surveys after an advertisement is shown (or not shown in the case of the  
22 control group), via a piece of code served with the advertisement that will call a web  
23 page to be opened when that ad is no longer being viewed (or when the visitor has  
24 moved onto another page or closed his or her browser window). This web page that is  
25 called, typically in a "new browser window" of a size somewhat smaller than the  
26 entire screen, will contain questions related to the advertising in question that is being  
27 measured. Questions will typically relate to the branding effectiveness of an  
28 advertisement or campaign, and other items such as recall, positioning, and the  
29 demographics of the persons taking the survey.

30           The output of all of these surveys is combined and used to analyze the  
31 effectiveness of given advertisements, given web site/channel/mediums, or a

1 combinations thereof. Decisioning for subsequent ad serving can be based on factors  
2 such as which banner ad it is, which site it appears on, which channel that site is in,  
3 other characteristics of the web site it appears on (background color, subject matter,  
4 banner location, etc.) and which medium the ad appears through (audio ads, banner  
5 ads, wireless ads, rich media ads, etc.). Therefore, the analysis can then be used in  
6 future decisions regarding the ads and site/channel/mediums the ads will be run on to  
7 maximize campaign effectiveness, and may be plugged into an ad serving  
8 optimization system in order to (i) automatically serve the ads that perform the best to  
9 the campaign objectives measured by the surveys, (ii) automatically place ads on the  
10 site/channel/mediums that perform the best to campaign objectives measured by the  
11 surveys, or (iii) automatically place the ads on the site/channel/mediums that they  
12 perform best factoring in the performance of a given ad on a given  
13 site/channel/medium as well as the performance of the ad across all  
14 site/channel/mediums or the site/channel/medium across all ads measured.

15 As illustrated in **figure 1**, end user browsers **110** that have been served  
16 advertising subject to the survey of the present invention are served a survey URL  
17 over the Internet **100** by the ad server **130** to display the pop-up survey window **120**  
18 (upon leaving the subject page). A control group of end user browsers **111**, who have  
19 not been served advertising subject to the survey, are also selected and served the  
20 survey URL by the ad server **130** to display the same pop-up survey window **121**.

21 The survey results **140** are collected by the ad server, analyzed, and input into  
22 an optimization system **150** that can thereafter be used by the decisioning logic **160** to  
23 decide which ads to serve to which sites/channels/mediums.

24 The ad server **130** records tracking information **170** concerning which ads  
25 have been served to which pages for each ad served and includes the desired metric  
26 data such as date-time, actions (impressions, click-throughs, sales, etc.), media, page-  
27 position, person id, etc. required for any fee collection from advertisers or any  
28 revenue disbursement to Web pages displaying the ads. To aid in tracking unique  
29 actions, an optional cookie server **180** can be employed as a proxy for those browsers  
30 that do not support cookies or have them turned off or filtered.

31 The ad serving system typically can include load balancers (not shown), such  
32 as Cisco/Arrowpoint CS 800's performing layer 7 polling with HTTP "get" calls every

1 1-3 seconds, to evenly distribute the requests to the as servers. The ad servers 130  
2 will typically consist of 32-36 Pentium III processors running at 600-800 MHz, each  
3 having 1-2 GB of RAM and 36GB hard drives. Server software can be C++ compiled  
4 and running on FreeBSD, being held together with Chron, Perl, and Perlscripts, and  
5 could also be ported to Linux, A/UX, Windows NT, and Sun Solaris.

6 Typical cookie server 180 hardware can include multi-processor systems with  
7 raid arrays and 4GB of RAM, running on Linux or FreeBSD and communicating with  
8 the ad server via TCP.

9 The ad and survey database 190, 140 hardware can typically include a pair of  
10 Sun 4500 processors and an EMC raid array with MySQL database management  
11 software. Cached ads can be served from the ad database 190 via NFS mount to the  
12 ad server 130.

13 Basic steps for performing the invention are shown in figure 2. A banner ad is  
14 served to a Web page at 200, with either the ad / format / medium / site / channel  
15 being subject 210 or not subject 220 to the survey. Upon an event, such as page exit  
16 or the end of the impression (or a predetermined time thereafter), code on the page  
17 activates a pop-up survey 230. Results are collected 240, and analyzed 250 to  
18 thereafter be used for decisioning 260, such as by an optimization system 262 or  
19 advertiser selected means 264.

20 An example of the type of code that is served to the web publishers along with  
21 the code that loads the banner page looks like this:

```
22 <SCRIPT LANGUAGE="JavaScript"  
23 SRC="http://63.147.117.138/cgi-bin/checkload.cgi?1^2^3"></SCRIPT>
```

24 This tells the ad server:

- 25 • what advertiser this is at 1;
- 26 • what survey of theirs it is that matches up with the banner (in case an  
27 advertiser is running more then one survey) at 2; and
- 28 • what site this is (used to lookup what channel its on, or other site  
29 attributes) at 3.

30 The "checkload.cgi" command does some decisioning to figure out whether or  
31 not to serve a pop-up at this time, checking to see if the required number of responses

1       were already gathered or not, checking to see if the max number of surveys for this  
2       site or medium were already collected, etc.

3             If the result of the decisioning decides a survey should be shown, it serves this  
4       code to pop up a window 300, as shown in figure 3:

```
5       print "document.write(<BODY  
6       OnUnload=window.open(\"http://63.147.117.138/cgi-bin/serve.cgi?$id1^$id2^$id  
7       3\", \"name\", \"toolbar=no,location=no,directories=no,status=no,menubar=no,sc  
8       rollbars=yes,resizable=no,height=400,width=500\");");
```

9             Although this system has been described above as providing ad-serving  
10       decisioning and may be used to automatically make decisions regarding which  
11       formats / mediums / sites / channels / banners etc. are best, it is not meant to be a  
12       limitation. Indeed, it is also possible, and within the scope of the present invention, to  
13       simply report information to the advertisers and let them do this decisioning via any  
14       method they desire, such as more manual process.

We Claim:

1. A method for measuring branding, positioning, and related effectiveness of Internet advertising, comprising:
  - delivering advertising banners to web pages viewed by users;
  - 5 delivering pop-up survey windows to said users upon the occurrence of a specified event;
  - collecting survey results; and
  - analyzing said results.
2. The method of claim 1, wherein said delivering of pop-up survey  
10 windows includes delivery of questions subjecting to survey one of the group consisting of ads, formats, medium, sites, channels, and combinations thereof.
3. The method of claim 2, further comprising delivering pop-up survey windows to a control group of users.
4. The method of claim 3, wherein said control group of users is defined  
15 as a set of users viewing web pages not subject to at least one of a set of survey conditions.
5. The method of claim 4, wherein said pop-up survey windows include questions related to branding, positioning, and user demographics.
6. The method of claim 5, wherein said analyzing of results includes  
20 measuring relative effectiveness of one of the group consisting of ads, formats, medium, sites, channels, and combinations thereof.
7. The method of claim 6, further comprising using data related to said relative effectiveness for the purpose of ad placement decisioning.
8. The method of claim 6, further comprising feeding data related to said  
25 relative effectiveness to an ad serving optimization system.
9. The method of claim 6, further comprising outputting data related to said relative effectiveness to an advertiser.
10. The method of claim 1, wherein said specified event is selected from the group consisting of page exit, an end of an ad impression, and a predetermined  
30 time after an end of an ad impression.
11. The method of claim 1, further comprising decisioning subsequent ad serving based on factors selected from the group consisting of which ad it is, which



site it appears on, which channel a site it appears on is in, characteristics of the web site it appears on, which medium said ad appears through, and combinations thereof.

12. The method of claim 11, wherein said decisioning is based on characteristics of the web site it appears on selected from the group consisting of background color, subject matter, and banner location.

13. The method of claim 11, wherein said decisioning is based on a medium said ad appears through selected from the group consisting of audio ads, banner ads, wireless ads, and rich media ads.

14. An apparatus for measuring branding, positioning, and related effectiveness of Internet advertising, comprising:  
a web page server connected to said Internet;  
an ad server connected to said Internet;  
an ad database connected to said ad server; and  
at least one user computer connected to said Internet and having a browser display and a user input means,  
wherein an HTML file is displayed by said browser display and includes:

code to display ads served by said ad server; code to display a pop-up survey window served by said ad server upon the occurrence of a specified event; and code to allow collection of survey result data by said ad server.

15. The apparatus of claim 14, further comprising storage means associated with said ad server to store said survey result data.

16. The apparatus of claim 14, further comprising logic means associated with said ad server to analyze said survey result data.

17. The apparatus of claim 14, wherein said specified event is selected from the group consisting of page exit, an end of an ad impression, and a predetermined time after an end of an ad impression.

18. The apparatus of claim 16, further comprising means for decisioning subsequent ad serving based on factors selected from the group consisting of which ad it is, which site it appears on, which channel a site it appears on is in, characteristics of the web site it appears on, which medium said ad appears through, and combinations thereof.

19. The apparatus of claim 18, wherein said means for decisioning factors in characteristics of the web site it appears on selected from the group consisting of background color, subject matter, and banner location.

20. The apparatus of claim 18, wherein said means for decisioning factors  
5 in a medium said ad appears through selected from the group consisting of audio ads, banner ads, wireless ads, and rich media ads.

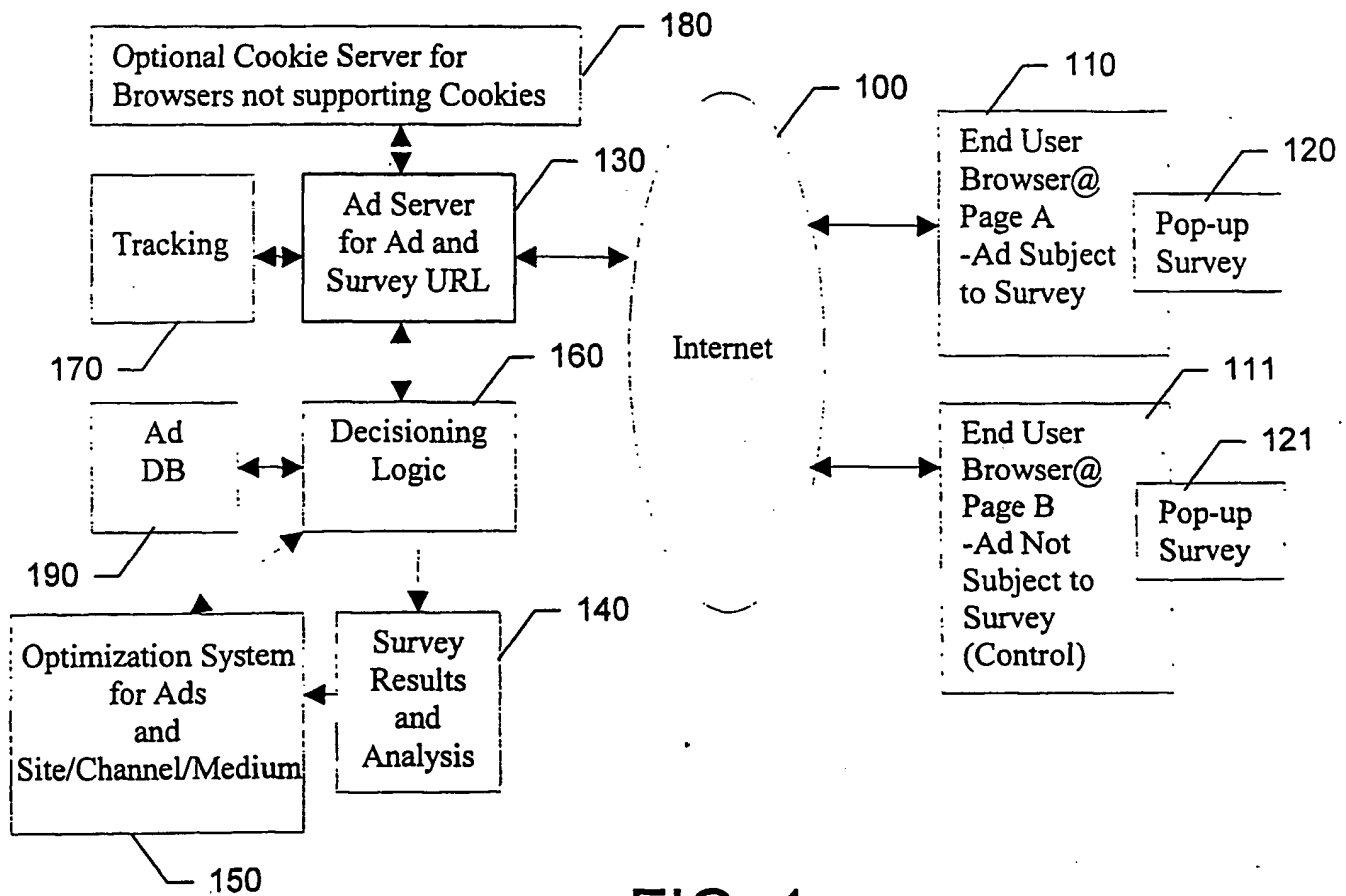


FIG. 1

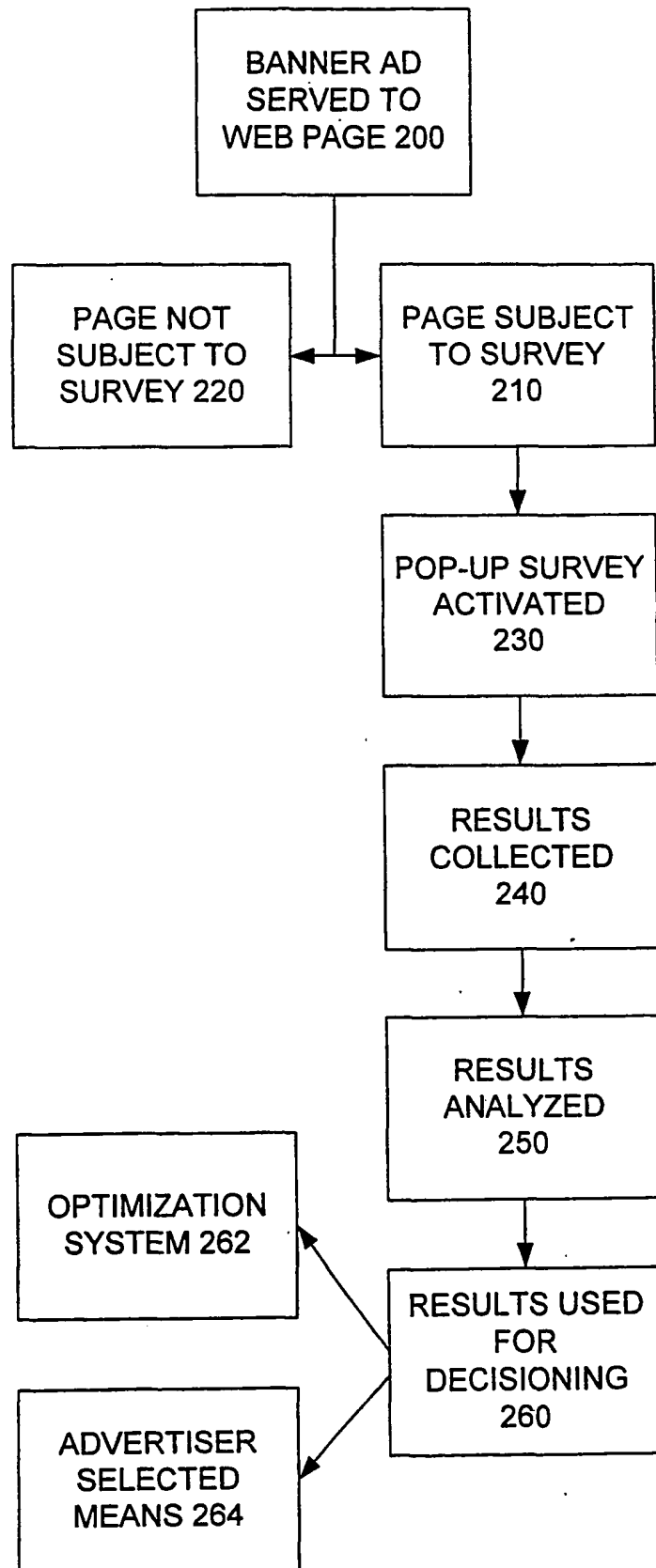


FIG. 2

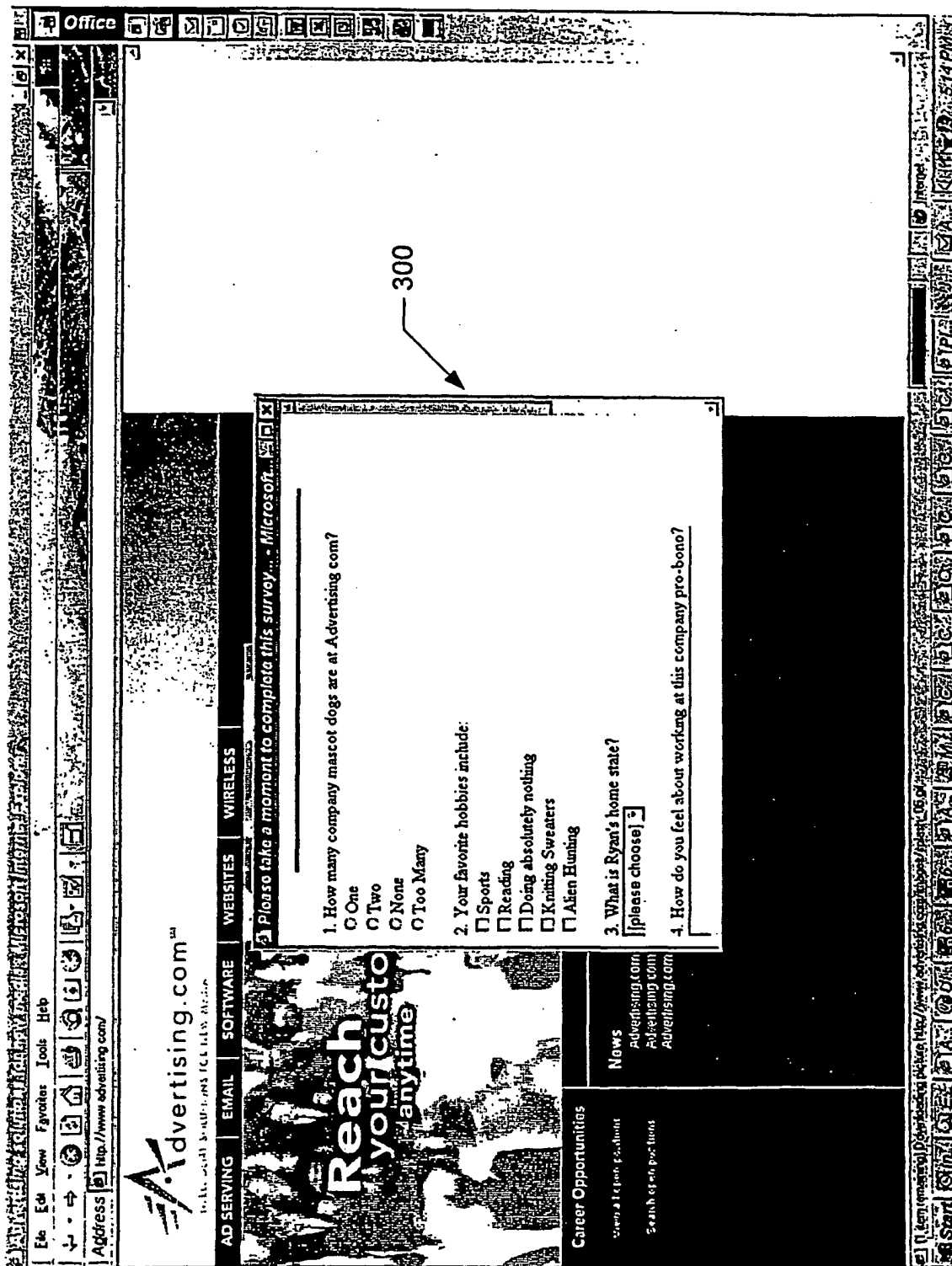


FIG. 3

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